

The background of the entire slide is a solid red color. Overlaid on this is a repeating pattern of small, stylized white icons. Each icon represents a storefront with a triangular roof, a rectangular base, and a small figure standing in front of it.

RE-THINK RETAIL

LOCALIZE

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CREATIVE DIRECTOR, BRAND EXPERIENCE STUDIO, LITTLE

RETAIL ASIA EXPO, HONG KONG, JUNE 2015

LITTLE

LITTLE
Overview



We are recognized for developing exceptional design solutions that deliver
RESULTS BEYOND ARCHITECTURE
in the workplace, community, healthcare and retail industries.

328

PEOPLE IN **SIX**
INTERNATIONAL
LOCATIONS

CHARLOTTE
.....
DURHAM
.....
ORLANDO
.....
WASHINGTON, DC
.....
LOS ANGELES
.....
BEIJING

- ★ **Services:** Architecture,
- ★ interior architecture,
- ★ engineering, sustainable
- ★ design, brand design &
- ★ communication, planning
- ★ & land development,
- ★ digital media, and CAFM &
- ★ occupancy strategies



1 9 6 4

YEAR FOUNDED

RETAIL

Expertise



SUPERMARKETS



RESTAURANT & FOOD SERVICE



SPECIALTY RETAIL



INTERIORS



FASHION & APPAREL



FINANCIAL

RETAIL

Selected Client List







THE BRAND EXPERIENCE STUDIO

How We Work



SERVICES

RESEARCH & CUSTOMER INSIGHTS
BRAND ANALYSIS & IMPLEMENTATION
GRAPHIC DESIGN
ARCHITECTURE
INTERIOR DESIGN
DIGITAL MEDIA COMMUNICATIONS
PROGRAM MANAGEMENT

RETAIL

SUPERMARKETS
RESTAURANTS & FOOD SERVICE
SPECIALTY RETAIL
INTERIORS
FASHION & APPAREL
FINANCIAL

HEALTHCARE
COMMUNITY
WORKPLACE

THE BRAND EXPERIENCE STUDIO

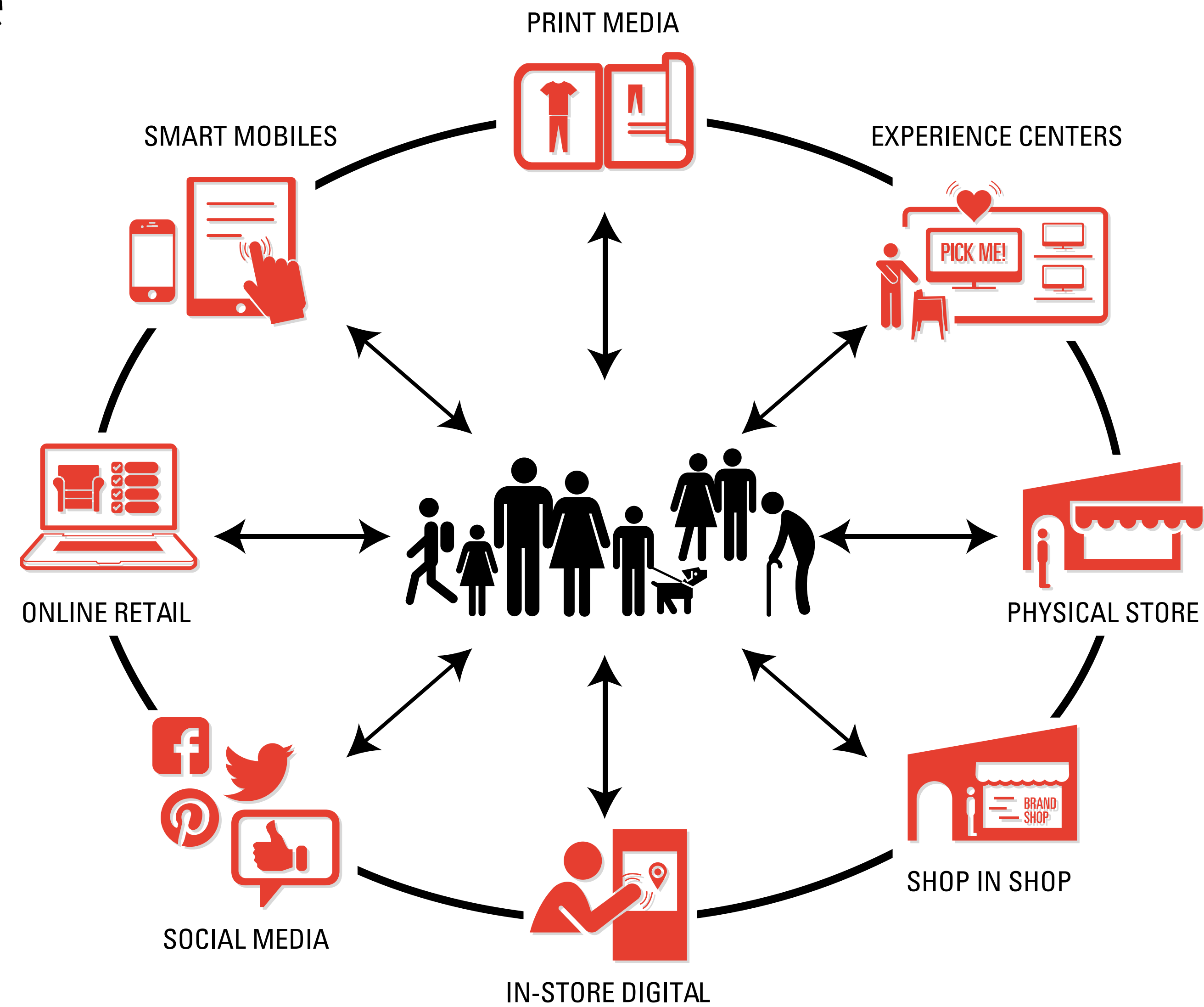
Guiding Principles

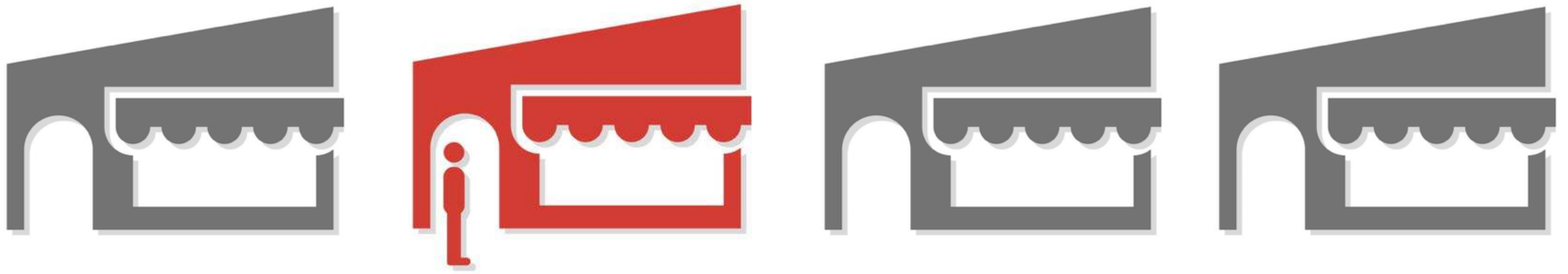


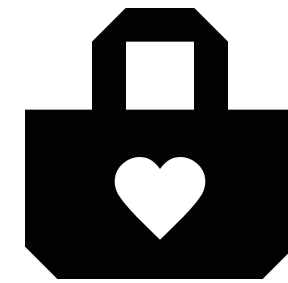
Creating a retail
destination.

THE NEW JOURNEY

Omni-experience



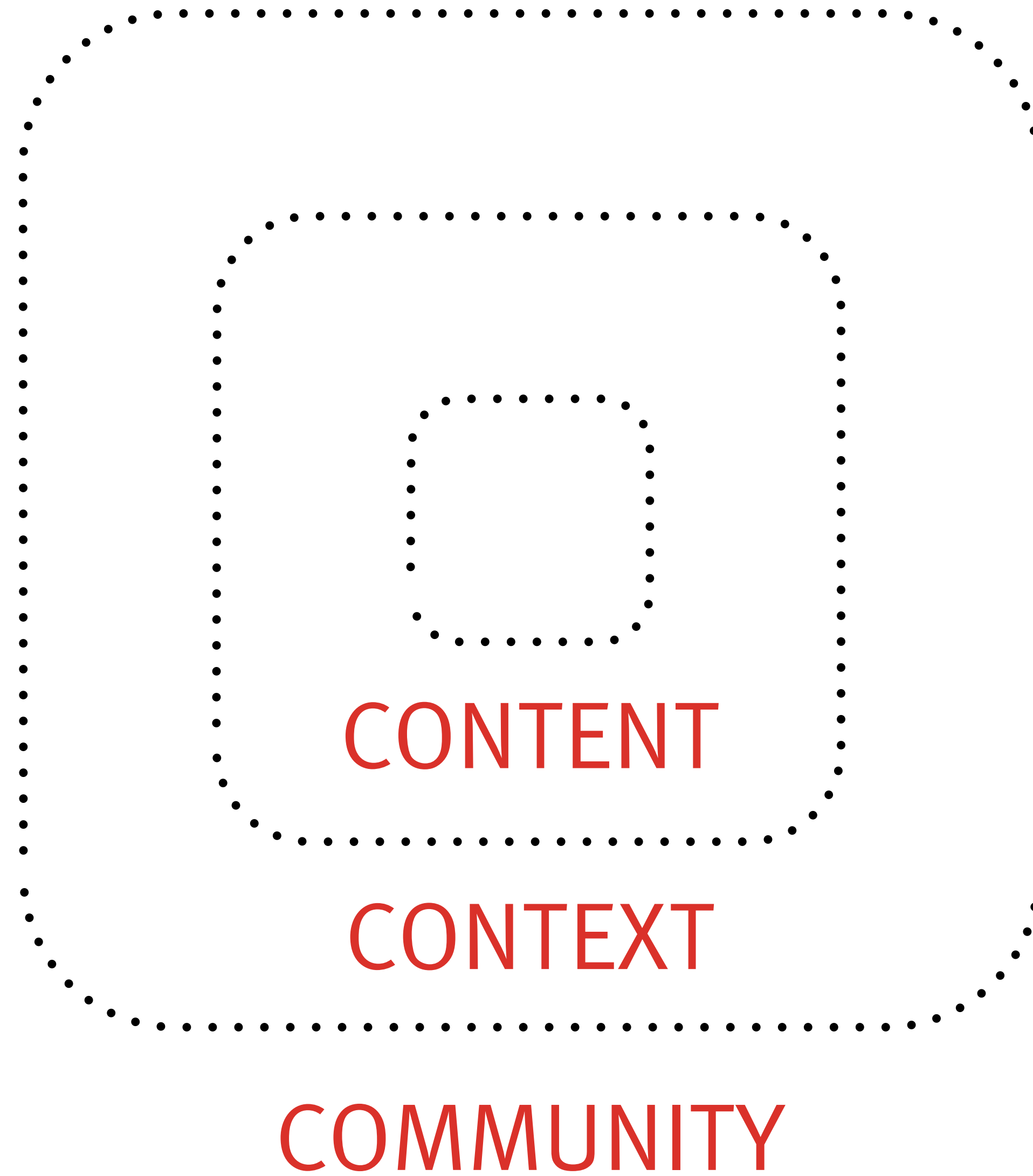




It is becoming more difficult to differentiate
and to increase customer loyalty.
The ultimate differentiator is experience.



What makes a destination?





CONTENT



How can you foster a **desire** for customers to experience your product or service?

► PURPOSE



▶ LIMITED / LOCALIZED



▶ CUSTOMIZED



MOVIE CLIP 37SECS 'REEBOK 'LOCAL INK' [HTTPS://WWW.YOUTUBE.COM/WATCH?V=HL8IH-SFDT0](https://www.youtube.com/watch?v=HL8IH-SFDT0)

► PERSONALIZATION / CO-CREATION



▶ MAKER CULTURE



► CURATED

STILL cool RY

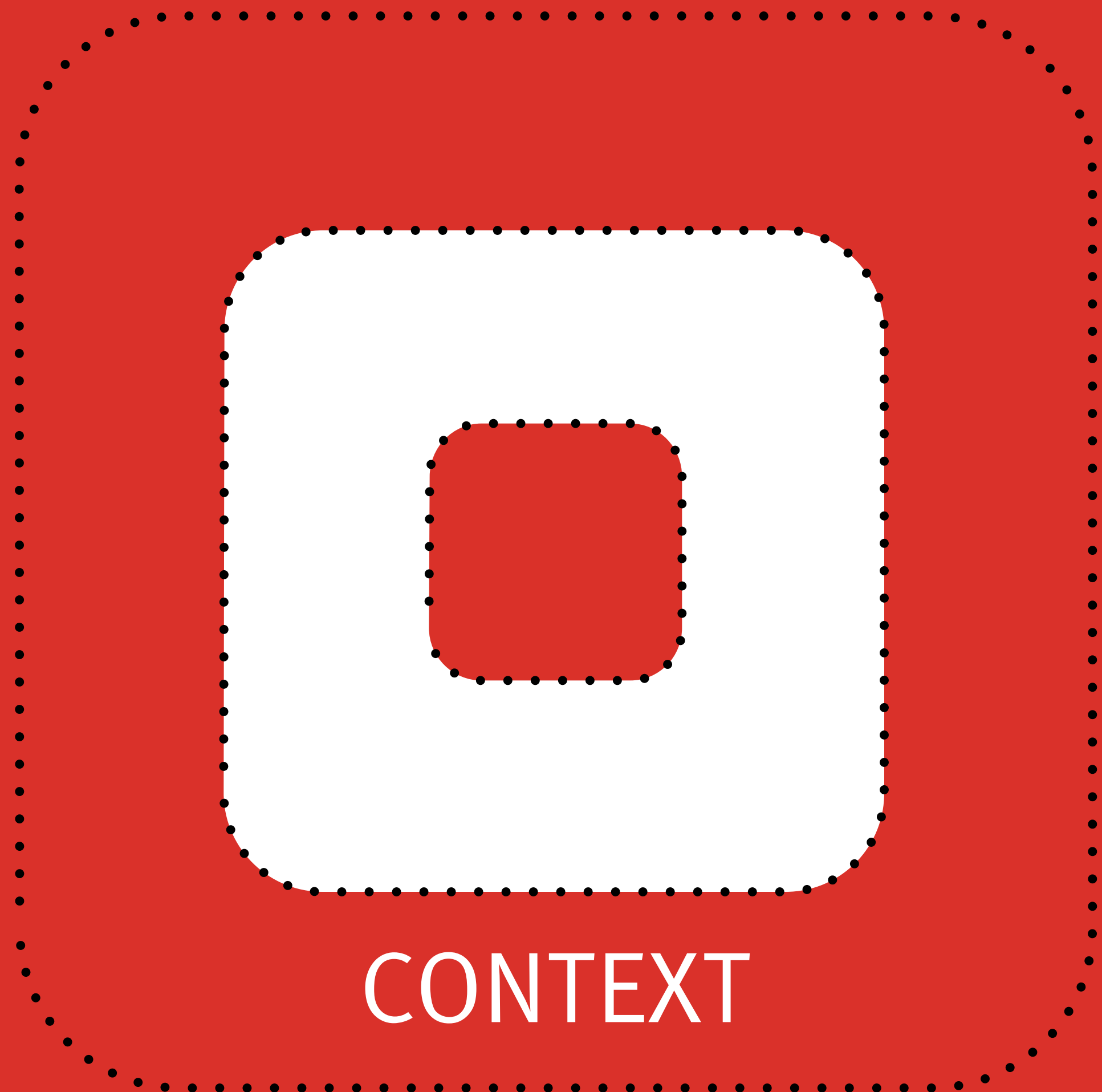


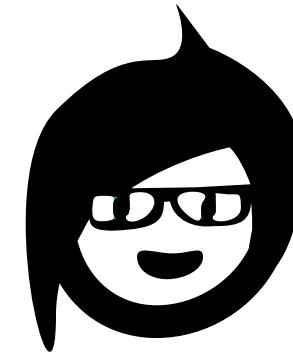
▶ BATCH PRODUCED



▶ PERSONAL SERVICE







How can you develop a **meaningful relationship** with your customer by **engaging** their **senses** to create an **emotional** connection with your brand?

Engaging the Senses

Providing a variety of touch-points.





Creating an Immersive Experience

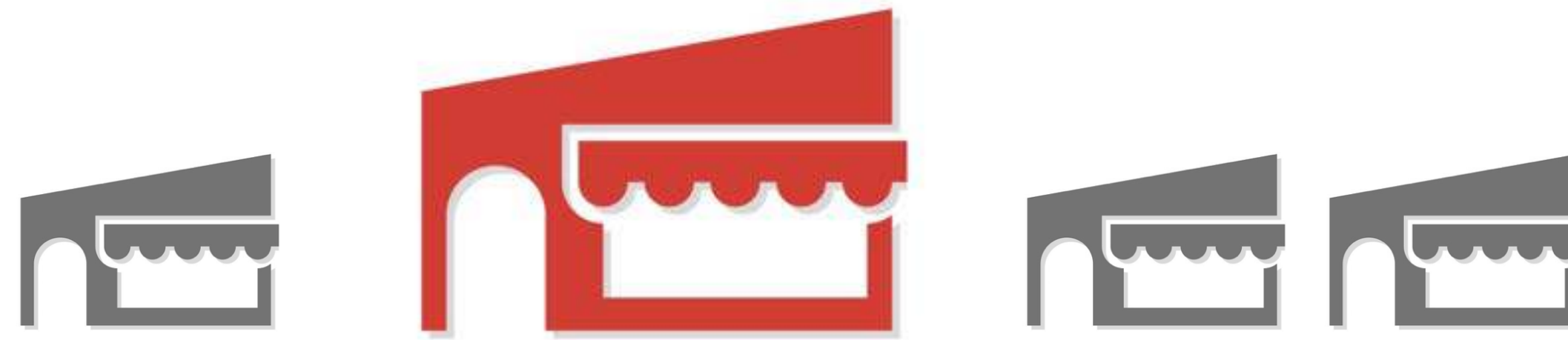
Connecting the indoors & outdoors





An active space

Place the product in context and allow the customer to test it out

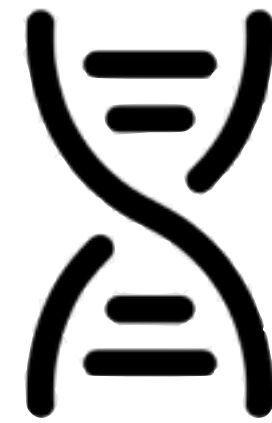


The flagship store is a showcase for the brand. Unlike other stores, the primary purpose of a flagship is to make a differentiating statement about its aspirations.



WHAT TO CONSIDER FOR A FLAGSHIP STORE

- 1 What does it add that the understanding of your brand ?
- 2 How will you use the flagship store differently?
- 3 Who will you be targeting & what will they find there?
- 4 How does the flagship store fit with your other physical and online presence?
- 5 What will carry over from your flagship store to your other stores?



How do you remain consistent with
this degree of localization?



PORTLAND



NEW YORK



PARIS



SINGAPORE



KYOTO



KOREA

Try-vertizing

Discover & purchase things in the intimate context of a home as well as to meet and learn more about the creators







Interactive Environments

Disrupting the experience through a series of unexpected moments



Hyper Play Spaces
& Laboratories /
Experimental

Stage Setting



The joy of the journey



Storytelling & Engagement



Experiences forge
meaningful connections
between shoppers and
their brands.

Transcend the
transaction through
Context and Storytelling

Visit blog on 'Experience Design'
here <http://littlespeakeasy.com/?p=1682>

Mount Agung, Bali 8.342° S 115.508° E.



Create brand advocates.

The fundamental relationship between content, it's context & the surrounding community must be strong to create a successful retail destination.



Storytelling / Educational

Creating an emotional
connection with the customer

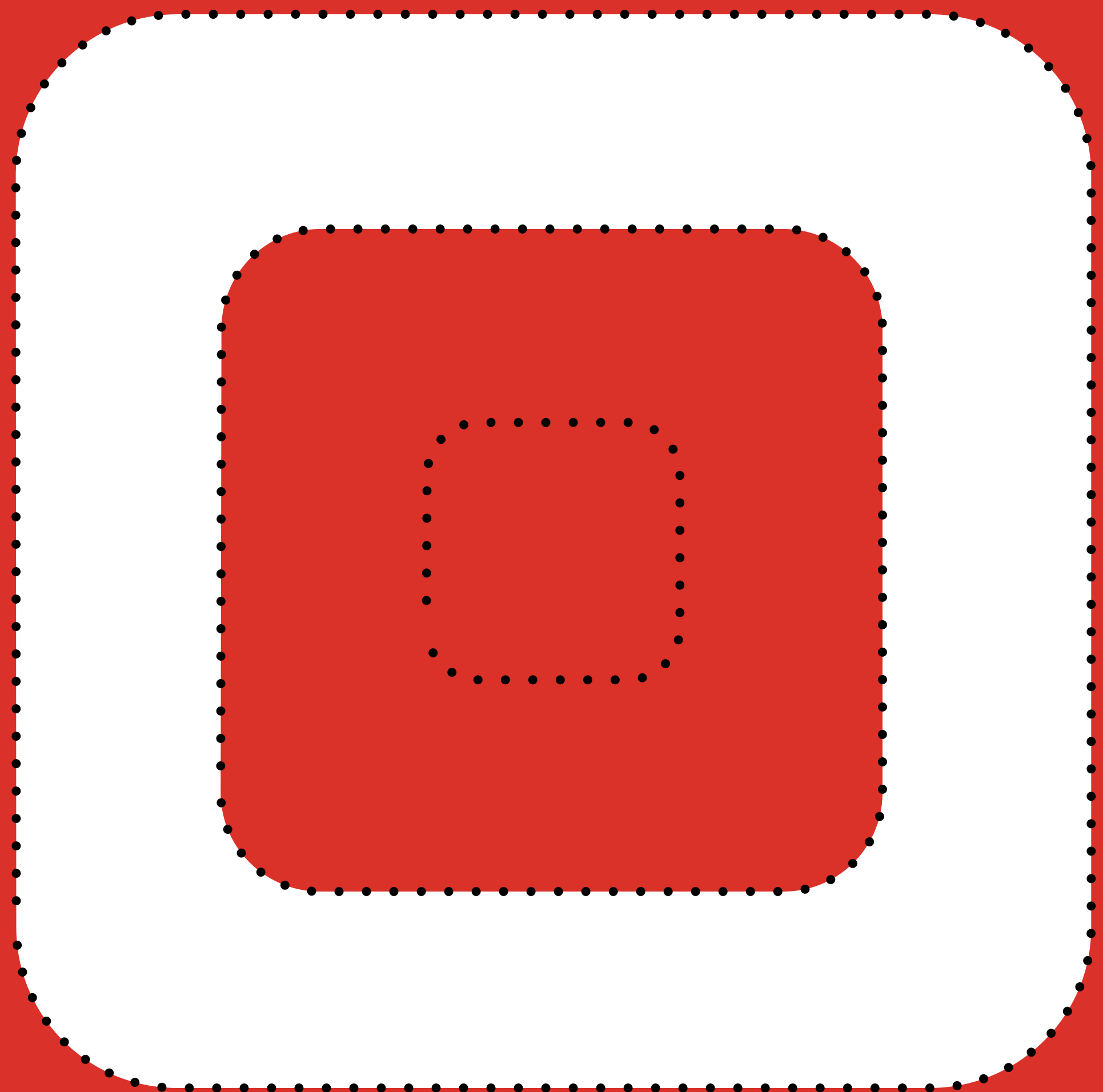


...the illustrations
and watch the display change
before your very eyes.

Give it a try.

press! →





COMMUNITY

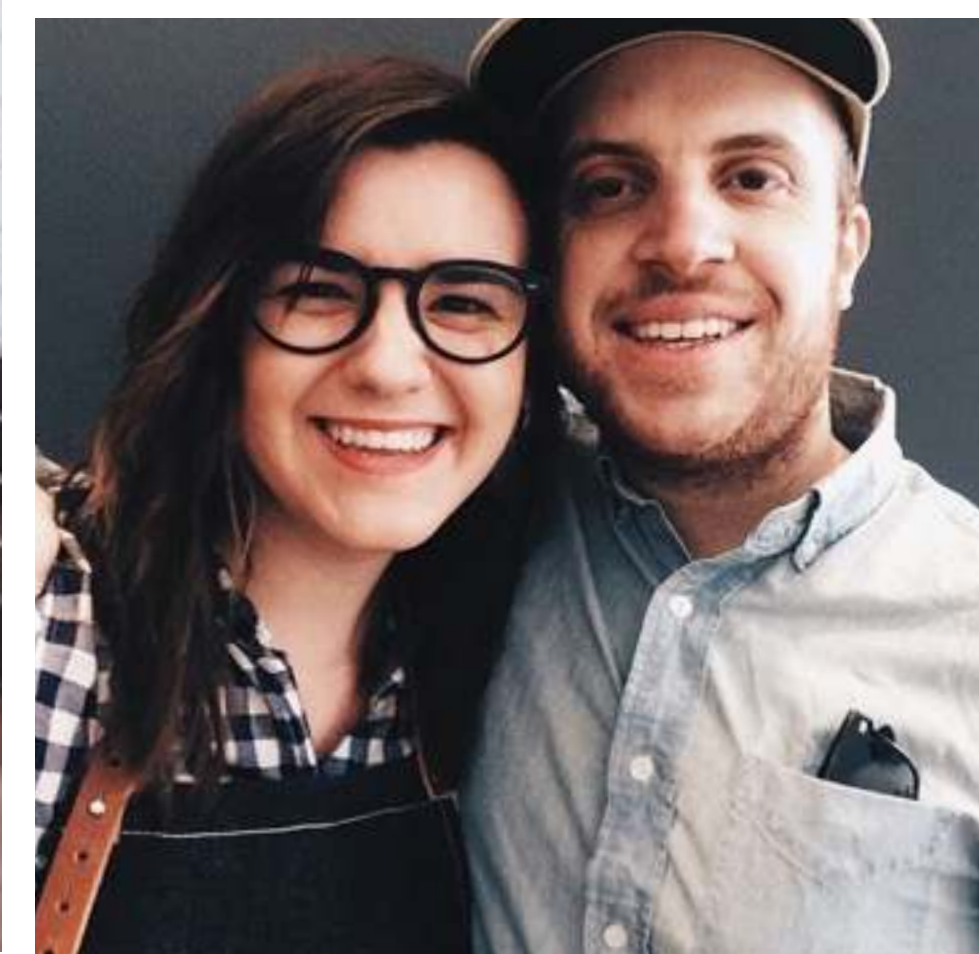
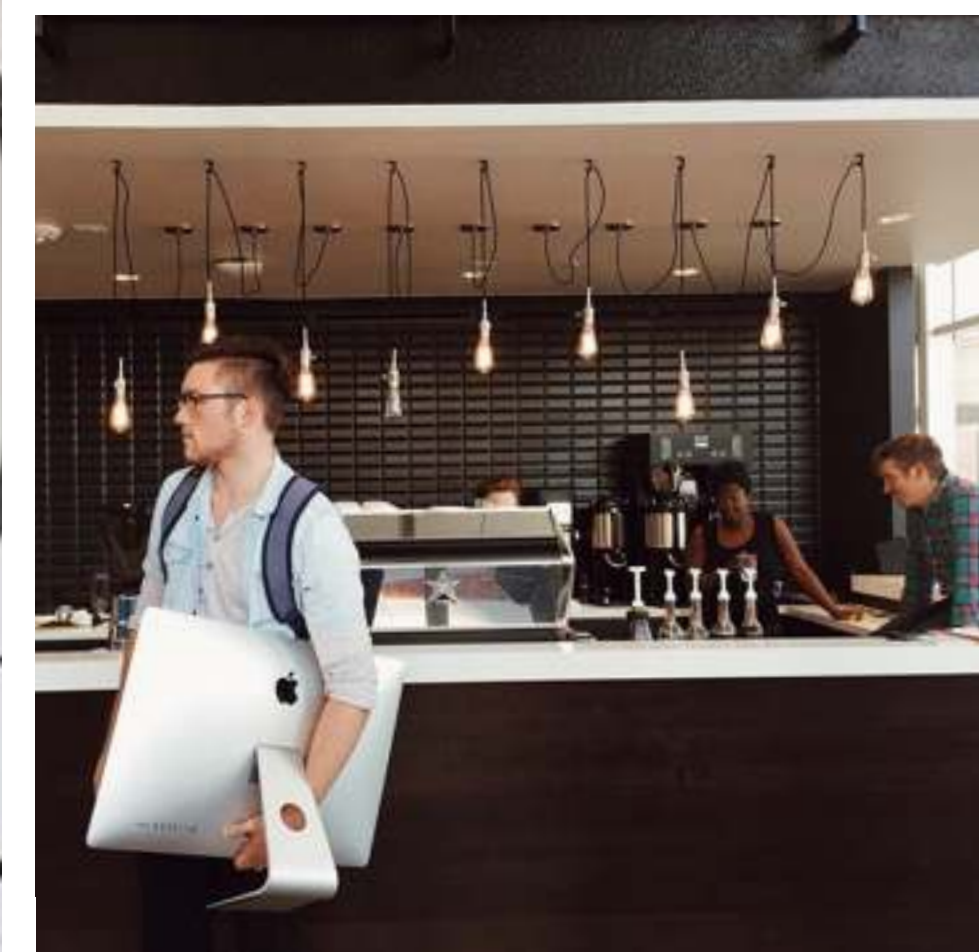
Anthropological

A growing appetite for retail with a more culturally enriching, harder-to-come-by, experiential accent.



Local

Providing local staff & customers with a sense of ownership and belonging.



Social

The physical store remains a key platform for experiential, communal brand experiences – spurring sales across other channels.



Se·mi·ot·ics

Customers want a story - they are searching for meaning - greater depth to brands and the products they choose.

Storytelling / Educational

meaning, place making, story & depth, richer experiences



FREE SHIPPING + FREE RETURNS ON ORDERS

SHINOLA DETROIT

WATCHES LEATHER BICYCLES JOURNALS

Newsletter Signup New Arrivals Gift Cards Welcome Jar

CURATED

SHOPPING FILTERS:

SERIES: The Brakeman

PRICE

\$600 - \$700 (4)
\$700 - \$800 (2)

SERIES

☐ AVAILABLE NOW (56)
☐ THE RUNWELL CHRONO (25)
☐ THE RUNWELL (56)
☒ THE BRAKEMAN (6)

DIAL COLOR

☐ BLACK (2)
☐ BLUE (1)
☐ BROWN (1)
☐ WHITE (2)

BAND TYPE

☐ LEATHER STRAP (6)

BAND COLOR

☐ BLACK (2)
☐ BROWN (4)

MOVEMENT

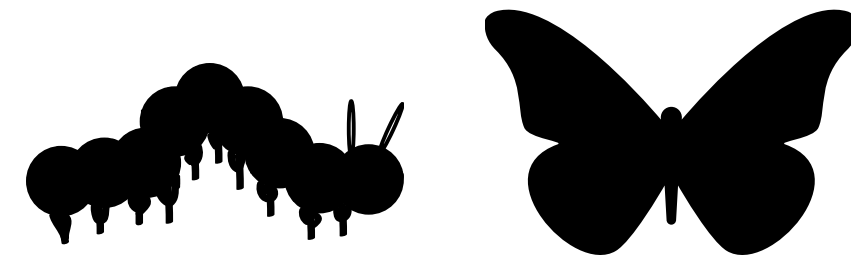
THE BRAKEMAN 40mm
Men's Brown Watch with Date
\$725

THE BRAKEMAN 40mm
Men's White Watch with Date
\$725

THE BRAKEMAN 46mm
Men's Black Watch with Date
\$825

THE BRAKEMAN 46mm
Men's Black Watch with Date
\$825





A transformation of the retail journey,
slow stores will offer an antidote to many consumers'
hyper-connected, over-stimulated lives.

5 Takeaways

1

Enriched.

A growing appetite for retail with a more culturally enriching, harder-to-come-by, experiential accent.

2

Social.

The physical store remains a key for experiential, communal brand experiences – spurring sales across other channels.

3

Localized.

Providing local staff & customers with a sense of ownership and belonging.

4

Authentic.

Customers want a story - they are searching for meaning and greater depth to brands and the products they choose.

5

Sensory.

A sensory space - where you feel the brand as much as you see it. One that's experiential, provocative...from selling to seduction.



A localized design brings you closer to
the community and your customers
closer to your brand.



Explore ways to
implement **change**. To stay **fresh** in front of
the customer and to maintain momentum
in a rapidly changing world.

The background of the slide features a repeating pattern of stylized storefront icons. Each icon consists of a dark red rectangular building with a white awning and a small white door. The icons are arranged in a grid, with some overlapping, creating a textured, architectural background.

LITTLE

Sources & Acknowledgements: Retail Design Institute's 44th International Store Design Competition, Racked NY, B&N Industries Report, Stylus, WWD, VM&SD, Wallpaper, Monocle. Presented Little littleonline.com